



2011 Child Passenger Safety Week

TWITTER Q&A EVENT AND SAMPLE PROMOTIONAL MESSAGES

Important Details

- Wednesday, September 21, 2011 2:00PM – 3:00PM ET
- Follow [@childseatsafety](https://twitter.com/childseatsafety) (NHTSA's Child Passenger Safety Twitter Account)
- [Twitter.com/childseatsafety](https://twitter.com/childseatsafety)
- Hashtag to use: #cpsweek

What is a Twitter Q&A Event (Twitter Party)?

A live virtual discussion using the Twitter platform. It will be hosted by child passenger safety experts from the National Highway Traffic Safety Administration and AAA.

How does it work?

- Twitter users will send questions to [@childseatsafety](https://twitter.com/childseatsafety) using the hashtag #cpsweek in their message.
- Search for questions, answers, and content to retweet, using the hashtag #cpsweek.
 - <http://search.twitter.com/search?q=%23cpsweek>
 - <http://tweetchat.com/room/cpsweek>

How you can help:

- Encourage your Twitter followers and community members to submit their questions to [@childseatsafety](https://twitter.com/childseatsafety) (NHTSA's Child Passenger Safety Twitter account) using the hashtag #cpsweek.
- Login to your own Twitter page during the event and retweet content from [@childseatsafety](https://twitter.com/childseatsafety) on #cpsweek.

Sample messages to promote the event on Twitter:

- Are you a #parent? Dates you should know 9/24 - National Seat Check Saturday. 9/21 @2pm ET – Twitter Q&A. Free #car #safety info. #cpsweek
- We are devoted to ensuring you know how to keep kids safe in #cars! Join car seat safety experts 9/21 @2pm ET for car safety tips! #cpsweek
- Your children depend on you to keep them safe. Are you doing all that you can? Join [@childseatsafety](https://twitter.com/childseatsafety) on 9/21 2pm ET to learn car seat basics. #cpsweek
- Your child is 8. Is he/she too old for a booster seat? Join NHTSA 9/21 @2pm ET to learn how you can protect your child. #cpsweek
- Knowing when your child is ready for a new #car seat can be confusing. We can help! Join [@childseatsafety](https://twitter.com/childseatsafety) on 9/21 @2pm ET for tips! #cpsweek
- Attn parents: Children under age 13 should ride in the back seat. Join NHTSA [@childseatsafety](https://twitter.com/childseatsafety) on 9/21 @2pm ET for more car safety tips. #cpsweek



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- Join #safety experts 9/21 @ 2pm ET to learn how to keep your child safe while you drive! #cpsweek #childseatsafety #parenting
- Rear-facing? Forward-facing? Booster? Seat belt? Not sure what to use for your child? Join safety experts [@childseatsafety](https://twitter.com/childseatsafety) on 9/21 @2pm ET. #cpsweek

Sample messages to promote the event on Facebook:

- Are you a new mother? National Seat Check Saturday is 9/24. Join NHTSA's Twitter Q&A on 9/21 @ 2 p.m. ET and learn more about how to keep your children safe when traveling in a car. [Twitter.com/childseatsafety](https://twitter.com/childseatsafety)
- This week we are focused on ensuring that you know how to keep your child safe! Join NHTSA's Twitter Q&A 9/21 @2 p.m. ET to find out what serious mistakes many parents are making. [Twitter.com/childseatsafety](https://twitter.com/childseatsafety)
- Your children depend on you to keep them safe. Are you doing all you can? Join NHTSA's 9/21 @ 2 p.m. ET to learn how to better protect your children while driving. [Twitter.com/childseatsafety](https://twitter.com/childseatsafety). Submit your questions on Twitter using the hashtag #cpsweek.
- If there were a free way to find out if your child was safe while you're driving, would you want to learn more? Of course! Join NHTSA's Twitter Q&A 9/21 @2 p.m. ET to learn about National Seat Check Saturday and other car safety tips! [Twitter.com/childseatsafety](https://twitter.com/childseatsafety)
- Every day children are injured in motor vehicle crashes. While we can't control other drivers, our best defense in protecting our children is to make sure they are properly restrained. Join safety experts from NHTSA and AAA on 9/21 @2 p.m. ET to learn what you can do. [Twitter.com/childseatsafety](https://twitter.com/childseatsafety). Submit questions on Twitter using the #cpsweek hashtag.
- See a safety tip about car seat safety you like? Share it with your friends. And join NHTSA's Twitter Q&A 9/21 @2 p.m. to learn tips from the pros! [Twitter.com/childseatsafety](https://twitter.com/childseatsafety). Submit questions on twitter using the hashtag #cpsweek.
- What questions do you have about car seats? Join NHTSA's live Twitter Q&A 9/21 @2 p.m. ET to get expert advice! [Twitter.com/childseatsafety](https://twitter.com/childseatsafety). Ask questions on Twitter using the hashtag #cpsweek.
- Rear-Facing? Forward-Facing? Booster? Seat Belt? What type of restraint should your child be in? You may be surprised. Join NHTSA's Twitter Q&A 9/21 @2 p.m. ET to learn child car seat safety tips from the pros! Spread the word! [Twitter.com/childseatsafety](https://twitter.com/childseatsafety).